



R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **PATERSON TOBACCO #488910**

Brand Promotion	Salem 120 off	1 carton display
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Display Packing

- 2 ctrs Salem K
- 2 ctrs Salem LTs

Allocation (cs)

- 1 Salem K(12M)
- 1 Salem LtK(12M)

BFT \$ Amount

\$ 1,361.10

Displays

21

Date Product Recvd

12/9/96

Display Assembly

Immediately

Displays Shipped to Retail -
procedures required to receive .08
per ctn Category II payment:

Send a
display and
introductory
letter
automatically
to accounts
on attached
list beginning
12/9/96

Please cross out any
account that refuses
promotion and return list
to RJR

You will be credited with the
following estimated December
monthly Category II payment if all
displays are sent to accounts on
attached list by December 20, 1996

\$1386.00*

Packing and shipping payment if
packing is completed within 2 weeks

28.00 per 12M
case of Live
product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this \$

Note:

- Send 1 display to each account on attached DPC list.
- Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51846 9681

FAXR. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date

12/2/96

Number of pages including cover sheet

4

1779

To: Paterson Tobacco

Denise

Phone

Fax Phone 201-345-2154

CC: Kevin Kroll

Greg Mitchell

From:

Lanny Wolfe

Phone

908-225-4774Fax Phone 908-417-9076Voice Mail 800-757-8255Ext. 48795

REMARKS:

☐ Urgent☒ For your review☐ Reply ASAP☐ Please comment

Enclosed is the information you will need to work the December DPC promotion. Please pack each display with 2 cartons of SALEM King and 2 cartons of SALEM Lights all black lined and stickered 20¢ off and add to normal order for each account on the attached DPC list - week of December 9.

If you have any questions, please let me know.

Thanks,

Lanny

51846 9682

December DPC Display. Please send a Salem 20 off 4 carton display, 2Ks and 2 Lts (\$2.00 off invoice) and the introductory letter to each account on the attached list:

ACCT	FULL NAME	ADDR1	CITY	PHONE NO	DPC WHLSR NAME	# Displays	Accepted
273618	BENNY'S LUNCH	11 04 SADDLE RIVER R	FAIR LAWN	201 791 0730	PATERSON TOBACCO	1	✓
670500	BITS & BITES	435 HOLLYWOOD AVE	FAIRFIELD	201 862 2811	PATERSON TOBACCO	1	✓
457777	BOBBINK LIQUORS	383 VALLEY RD	CLIFTON	201 523 2338	PATERSON TOBACCO	1	✓
484411	C & M NEWS	504 MYRTLE AVE	BOONTON	201 335 0810	PATERSON TOBACCO	1	✓
022475	CAROUSEL CONF	298 N 8TH ST	PROSPECT PARK	201 585 1412	PATERSON TOBACCO	1	✓
274033	HIGHWAY TOBACCO	337 US HIGHWAY 46	ROCKAWAY	201 627 7585	PATERSON TOBACCO	1 + 1	✓
809122	JCS FOOD STOP	325 LA FAYETTE AVE	HAWTHORNE	201 423 1175	PATERSON TOBACCO	1	✓
280385	KATZINS DRUG	182 SHREWSBURY AVE	RED BANK	908 747 0417	PATERSON TOBACCO	1	✓
398880	KOFFEE KLUTCH	202 HACKENSACK ST	WOOD RIDGE	201 935 0568	PATERSON TOBACCO	1	✓
273636	LILL'S DELI	234 MARKET ST	ELMWOOD PARK	201 797 6393	PATERSON TOBACCO	1	✓
770937	OLD TOWNE DELI	205 MAIN ST	BOONTON	000 000 0000	PATERSON TOBACCO	1	✓
771488	PAPS WINE & LIQUOR	500 WESTMINSTER PL	LODI	201 478 0313	PATERSON TOBACCO	1	✓
273817	PLYMOUTH DRUG	11 12 SADDLE RIVER R	FAIR LAWN	201 797 0006	PATERSON TOBACCO	1	✓
073530	PORTLAND WINE LIQUOR	22 PORTLAND AVE	BERGENFIELD	201 384 4284	PATERSON TOBACCO	1	✓
305820	SHOPPERS LUNCH	WINTER GROUP INC.	POMPTON LAKES	000 000 0000	PATERSON TOBACCO	1	✓
783268	STEVES DELI	440 FOREST AVE	PARANUS	201 367 0220	PATERSON TOBACCO	1	✓
400488	TAPPANS LIQUORS	213 HOWARD BLVD	MOUNT ARLINGTON	201 388 0372	PATERSON TOBACCO	1	✓
399839	WASHINGTON DRUGS	130 LOCUST AVE	WALLINGTON	201 777 2100	PATERSON TOBACCO	1	✓
511934	WASHINGTON ST. DELI	77 WASHINGTON ST.	LODI	201 778 2889	PATERSON TOBACCO	1	✓
646386	WONDER FOOD MKT	138 HIGHLAND AVE	CLIFTON	201 773 4020	PATERSON TOBACCO	1	✓
399868	WOODS DELI	351 HACKENSACK ST	CARLSTADT	201 933 7742	PATERSON TOBACCO	1	✓
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